

2016 AAD Curricular Mapping Worksheet

Course Title: AAD 616 - Arts Marketing, Media, and Communication I

Instructor: Eric Schiff

Course Context

This is a required course in two part series that was designed with a 20 week continuous format as the framework. Instructors John Fenn, Eric Schiff, and Darrell Kau blended their courses previously taught separately, which had distinct yet complimentary and supporting pedagogy, to achieve a comprehensive approach to address trending media praxis, information technology design and presentation, and arts marketing strategies into a two part sequential design for the Arts Management Graduate Program. Recommendation for successful completion is in sequential order.

Essential Questions

- What is corporate branding; individual or organizational ID – the core tenets of what identifies a business and/or organization and how they present themselves and their mission.
- How do individuals and/or organizations assess and evaluate effectiveness of their brand, identify strategies and tactics to improve brand awareness, marketing, and employ current and evolving technologies to achieve this.
- What can students learn from defining their PLEs (Personal Learning Environments) and understand relationships/parallels in application to established arts and other non-profit organizations.
- Why do arts organizations need to establish clearly defined design and presentation communication protocols in order to maximize their operational bottom line; that establishing a consistent brand and a Graphic Standards is essential to an organization's long term sustainability.

Learning Outcomes (grounded in core content, concepts, and skills)

- Develop both conceptual and basic skills in using accepted software application standards for organization branding; Adobe CC programs for ID/Branding design and production, idea mapping, work flow and project management – Trello, MS Word, etc.
- Evaluate organizational branding strategies and models, develop case study assessments
- Create an organization brand/logo or makeover; use established design protocols and software
- Establish SWOC analysis for selected organization
- Design a PLE, visual representation, and accompanying narrative to tell the story
- Demonstrate knowledge of large and small format advertising design (display ads and posters) to support organization marketing campaigns
- Understand tenets of designing and producing organization relevant Info Graphics
- Design a comprehensive Graphic Standards based on the identified and designed business/organization brand/logo – includes collateral, other communication tactics for print and online.

Learning Outcomes (from your syllabus)

- Understand concepts and practices of organization branding
- Gain critical insight into the role brand identity plays in successful presentation and marketing of an organization

- Understand the relationship of specific multi-media design tools and application for arts marketing strategies and purposes (which prepares you for Winter term course in this series)
- Develop basic conceptual design and design software tools application for branding an actual organization, with the term outcome of a graphics design campaign

Core content/themes/topics

- Lexicons – applied terminology, relevant associations
- Organization branding
- Information Design and Presentation Concepts
- Collateral Design
- Info Graphics
- Graphic Standards
- PLEs (Personal Learning Environments)
- Service Bureaus, Print and Online Communication Innovators
- Establishing professional and commercial design and production relationships

Key concepts and skills

- Information Design and Presentation core tenets for Arts Organizations
- Knowledge of trending software design and presentation tools
- Foundation and framework for organization branding and implantation of a comprehensive Graphic Standards – lead-in to the Winter term marketing strategies focus.

Key Activities and Assessments

- **Lexicon creation:** using comments on the course site, students collaboratively generate a lexicon for media, marketing, and communication in arts/culture administration; what terms are important? why? what do they mean, and how have meanings changed over time?

- **Periodic brand identity assignments:** These are “step” assignments that will help in the case study analysis as well as the course work in general:

1. Brand Awareness activity: Assess and evaluate organization brands
2. Organization Questions: Specific means to survey selected organizations to brand prior to beginning any brainstorming for the visual/brand design.
3. Personal Learning Environment (PLE) mapping: where and how do you “learn”? Create graphic snapshots or visualization of the PLE/N (Personal Learning Environment/Network). This visualization might draw on infographics, video (including animation), or a range of other presentational display tools

- **Case study analysis** - based on interests/area of specialty, select a cultural organization to critically evaluate and discuss current marketing strategies and brand identity.

- **Graphics Standards** - represents a culmination of students’ organization identification, logo design, collateral pieces and other media with specifications centric to their organization’s brand, and its treatment and application.

- **ePortfolios** – All work is posted to student UO blog eportfolios.

Primary Resources (readings, support materials):

Robin Williams Design Workshop. Williams, Robin; Pearson, 2007 *The Non-Designer's Design and Type Book*. Williams, Robin; Pearson, 2008

PDFs will reside on a password-protected page of the course site, and we will give out the password at the beginning of the term.

Resources stored in *Diigo* are tagged according to the week students should review them; these are key to completing many of the graphics/design assignments, and should be considered "required" reading.

Canvas is used for grading, student discussion threads, and supplementary resource lists specific to identified student projects.